



LUMINARY PROGRAM

The Luminary program rewards qualified Lightovation attendees who participate in consecutive shows. The more shows you attend in a row, the higher your reward level.

Luminary members are rewarded with hotel rebates and, at the Zenith (highest) level, airport transportation. Hotel rebates are valid for one room per qualified location, up to three nights of a single stay.

Guest must stay in a Dallas Market Center hotel block to qualify for Luminary hotel rebates or airport transportation.

QUESTIONS? PLEASE CONTACT:

ESTHER MORALES

214.655.7611

emorales@dallasmarketcenter.com

LIGHTOVATION

DALLAS INTERNATIONAL LIGHTING SHOW

LUMINARY STATUS LEVELS & REWARDS

LEVEL 1

- At 2nd consecutive show attended, qualifies for a \$50/night rebate on up to 3 nights of one hotel stay

LEVELS 2-5

- At subsequent consecutive shows attended, qualifies for a \$75/night rebate on up to 3 nights of one hotel stay

ZENITH LEVEL

- At 7th consecutive show attended, qualifies for a \$100/night rebate on up to 3 nights of one hotel stay
- Also qualifies for one round-trip town car ride to/from airport and hotel (or DMC)
- Zenith status is maintained as long as the business location continues to attend consecutive shows

HOW TO REQUEST LUMINARY BENEFITS

You do not need to sign up for the Luminary program. Your participation is automatic at the 2nd consecutive show attended by your business location.

After the show, a link to request your rebate will be e-mailed to someone from your business location who attended.

Submit your rebate request with your hotel folio attached—note that the hotel must be part of a Dallas Market Center block to qualify for Luminary rebates at any level.

A check will be mailed to you in the amount of your rebate level times the number of nights stayed, up to 3 nights.

Luminary participation is based on business location; not individual. So status is maintained or increased as long as someone from that business location continues to attend consecutively. But if a show is missed, Luminary status is lost and must be earned again by attending two shows in a row.